

RECRUITMENT AND RETENTION



COMPONENTS OF A SUCCESSFUL RECRUITMENT PROGRAM

- Recruitment is an on-going process, not a one-time project at the start of the school year.
- It is essential that the organization has a positive campus image, and is operating as planned and expected.
- The present members must understand the organization's purpose and goals.
- The organization must know who they are attempting to recruit. What positions or needs should be addressed?
- All organization members should be involved in the developing of the recruitment and retention program.
- Compile a list of the organization's past accomplishments.

IMPLEMENTING THE RECRUITMENT PROGRAM

- Utilize all campus resources -- media, publicity, faculty and staff -- in getting the word out.
- Go where the people are; don't expect them to come to you. Set up tables in the Student Center, develop programs for fraternities and sororities, get involved in orientation programs, etc.
- Use people who are comfortable speaking to groups and encouraging people to join. Sell the value of fun and involvement.
- Make sure whatever materials are used in the recruitment process are of first class quality.
- Stress the value of your group. What makes your organization unique?
- Have one person responsible for coordinating the program.

RETENTION OF VOLUNTEERS

- Retention is an on-going process.

- Develop a training and orientation program for new members.
- Be sure to match the needs of the organization with the needs and skills of the new members.
- Include new members in setting the goals and objectives of the organization.
- Develop job descriptions for each position and be sure new members understand their responsibilities.
- Get to know the new members as individual people. What are their interests? They need to feel like they're a part of the group and who and what they are is appreciated.
- Provide regular feedback/evaluations of the members' performance. Be specific. They need to know if what they're doing is correct. If the job was done as expected, positive feedback is great. If some problems were encountered by the new member, sit down with him/her and talk about:
 - a. What were the problems?
 - b. How did they come up?
 - c. How they can be dealt with in the future
 - d. Be specific and don't deal with personalities.
- Seek input from members when you (as the leader) encounter a problem.
- Get the group together socially on occasion. Get to know them outside of the "work" atmosphere.
- Understand why the new member joined and be sure they are getting the opportunities they expected.

This was found at: <http://www.unomaha.edu/~wwwsold/Vbrochures!/recruit.htm>